



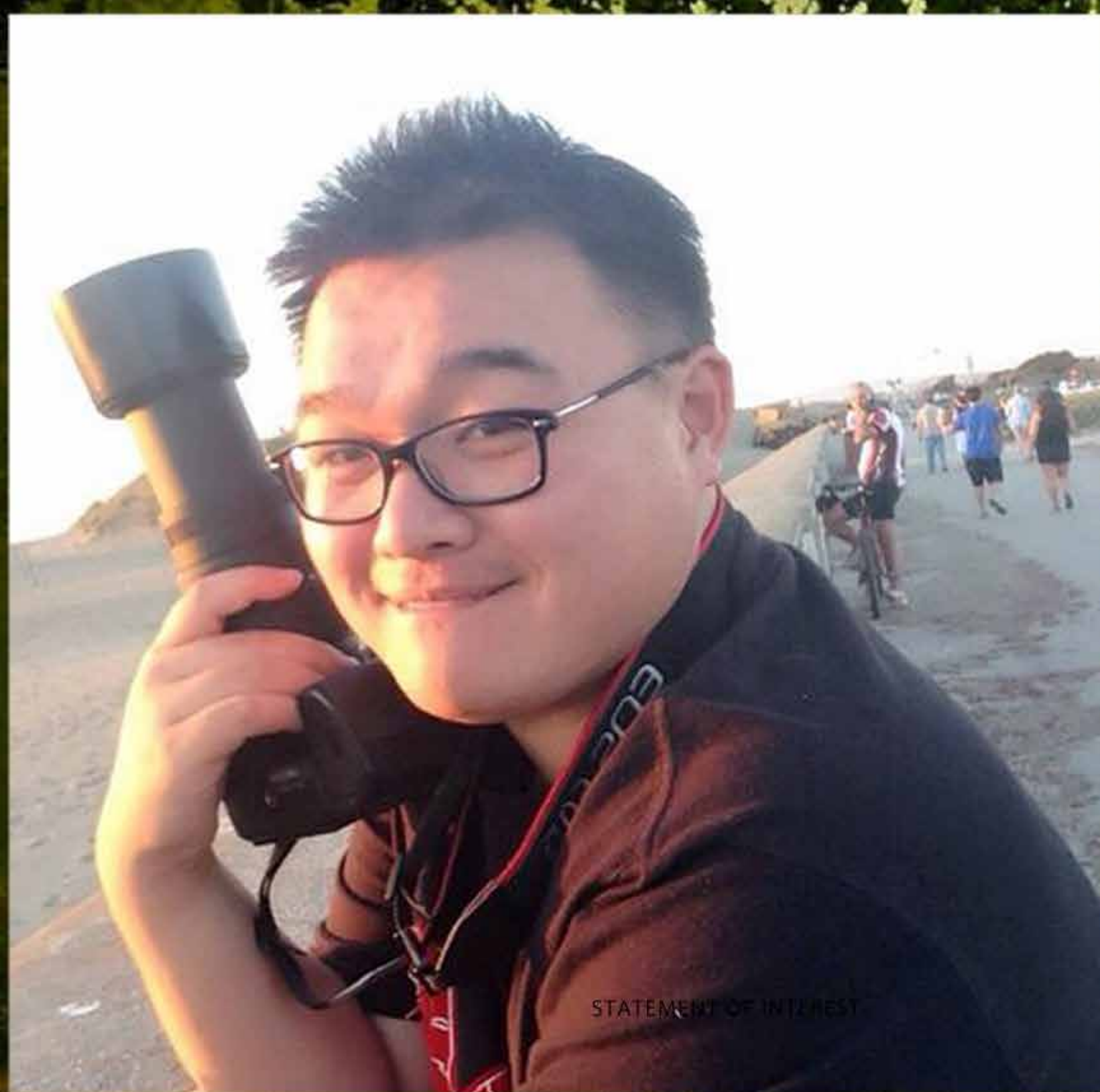
LIFE RECYCLE



Tianning Yan



recycle life



STATEMENT OF INTEREST

Hello, My name is Tianning Yan, and I come from Beijing China. I graduated at Beijing University of Technology in China, and I have worked for more than 4 companies, and the positions were art, graphic designer, customer service, and online store manager. I believe I have rich work experience.



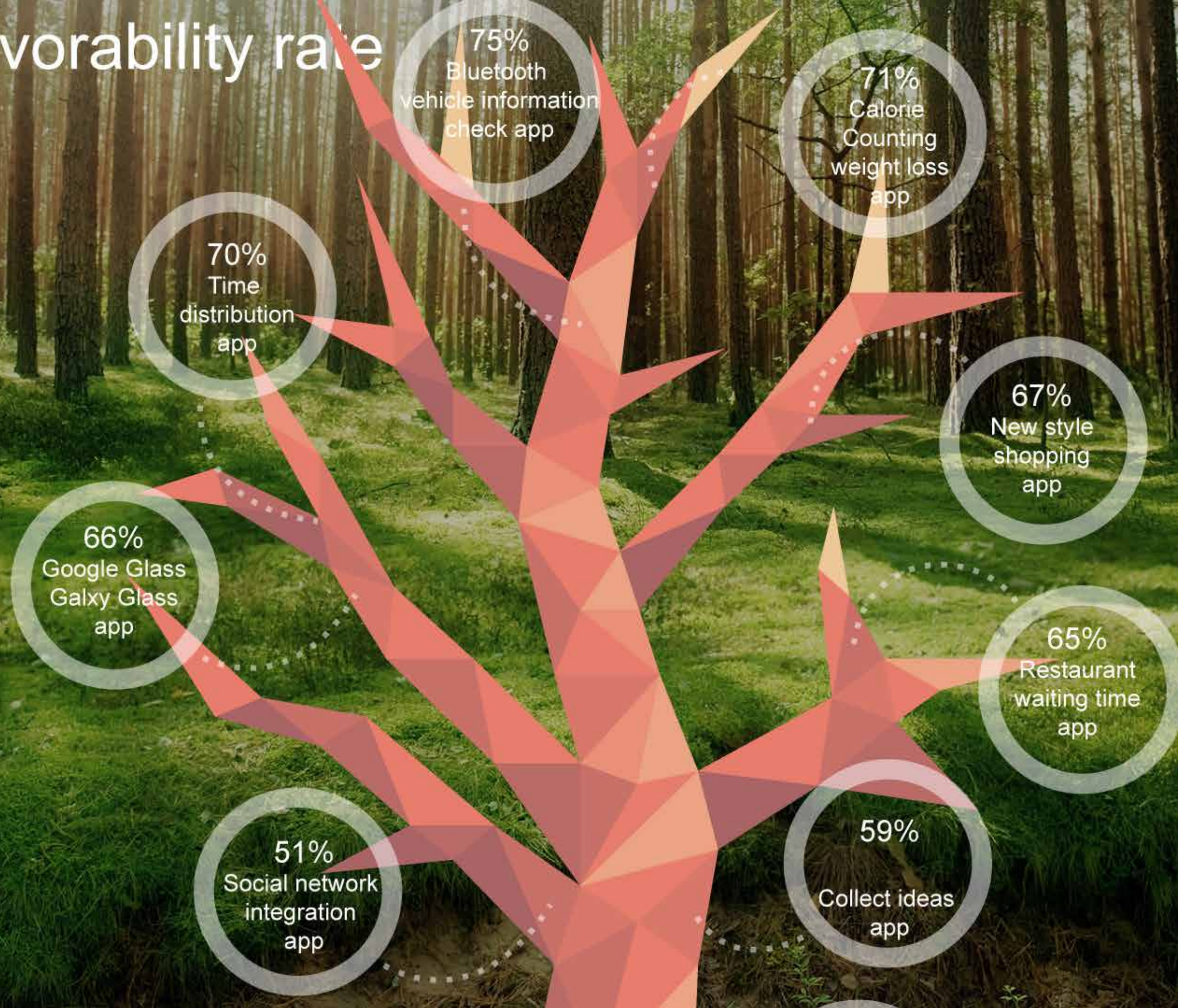
Tianning Yan STATEMENT OF INTEREST

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I am interested in web design because the web companies have changed the world in the last ten years. They are wise, bright, very challenging, I really want to join them, to be a world changer and play with new technologies. So I came to America to study Web Design and New Media.

In the future, I believe I will work at an internet company. I love the easier, faster websites, and I am happy to see someone use my website and let them feel easy. I really want to join the company of the web technology which is at the forefront of high technology. I want to be a world changer.

Favorability rate





What is life recycle

Life recycle is an app, use the mobile scanning technology to tell which products are organic products, which product using the renewable energy, and make a form to tell you how many energy you are save.

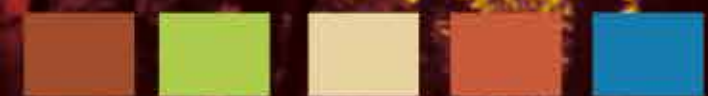


moodboard

moluboard

color palette

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Life Recycle



life recycle



Caring for our earth is an app, use the mobile scanning technology to tell which products are organic products, which product using the renewable energy, and make a form to tell you how many energy you are save.



Typography

CARRING FOR OUR EARTH

CARRING FOR OUR EARTH

Font:Cataneo BT

Font:HandelGotDBol

CARRING FOR OUR EARTH
FONT:CELESTIAL



monobond

Typography



CARRING FOR OUR EARTH
FONT:STENCIL STD

ORGANIC

ORGANIC

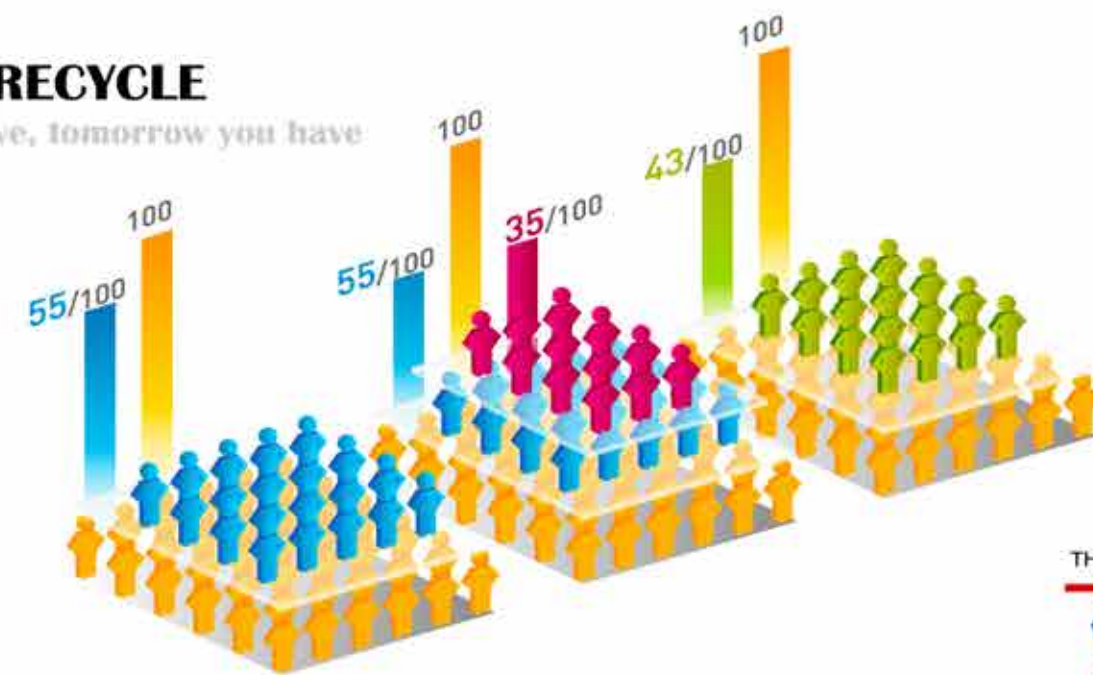
ORGANIC

Life recycle

Market research

LIFE RECYCLE

Today you save, tomorrow you have



THE GROUPS



+BLUE GROUP

People go to market more than twice a week



+RED GROUP

People like to buy the recycling products and go to market more than twice a week



+YELLOW GROUP

All the People of San Francisco



+GREEN GROUP

People like to buy the recycling products





01

We product
100000000000kg
rubbish one day

60% garbage
can be recycle

02

03

Onle 37%
garbage recycle today

In German the
recycle papper
is 87%

04

The new
product is cheaper
20% than
a recycle one

05

In America, the
recycle papper
is 69%

06

Competitive analysis

CATEGORY

safeway app
wireless mobile backup

Life Recycle

quick scan

Scan QR cod



Looking for prduct



personal information



shopping list



garbage classification



Classification chart



suggestion



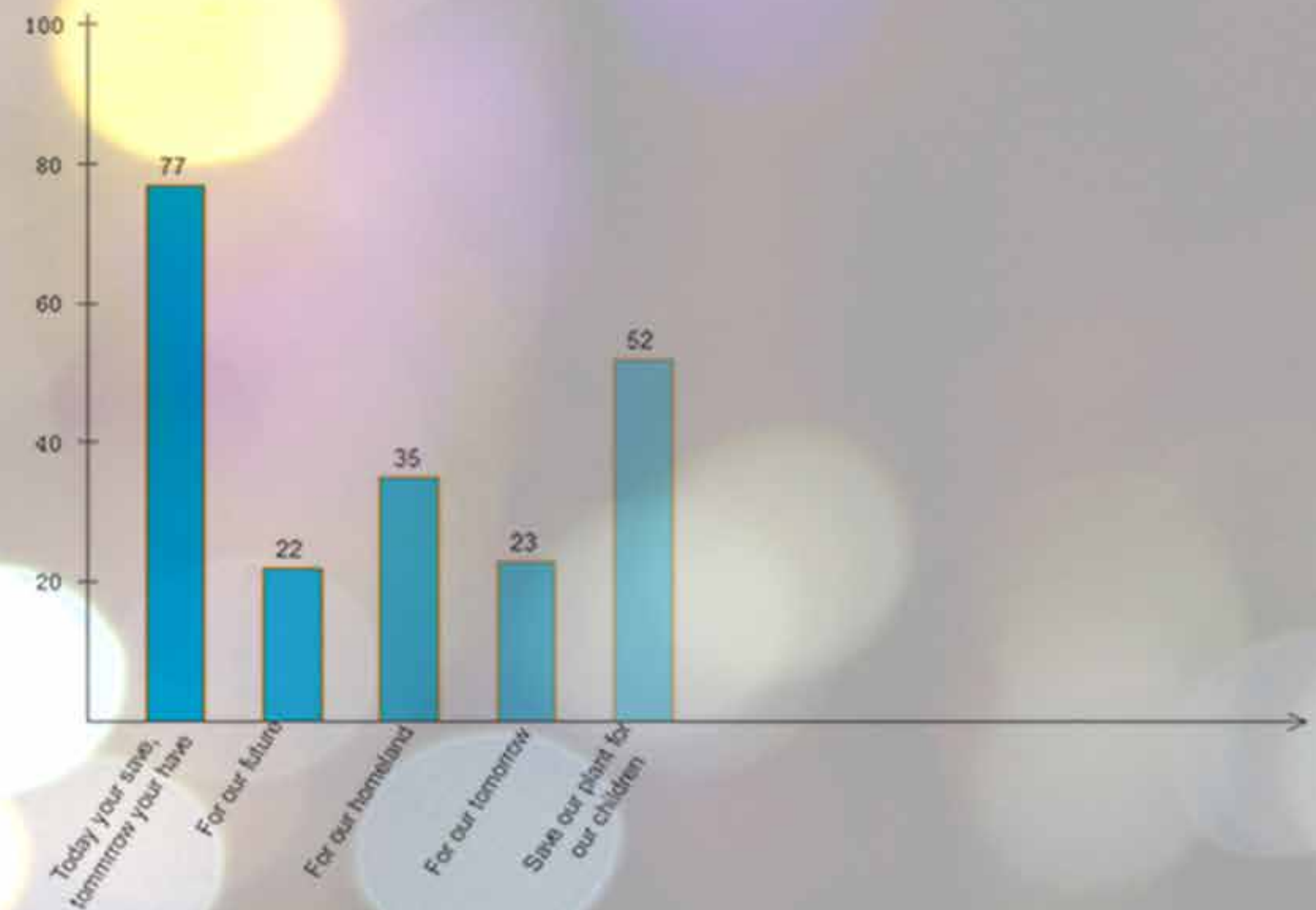
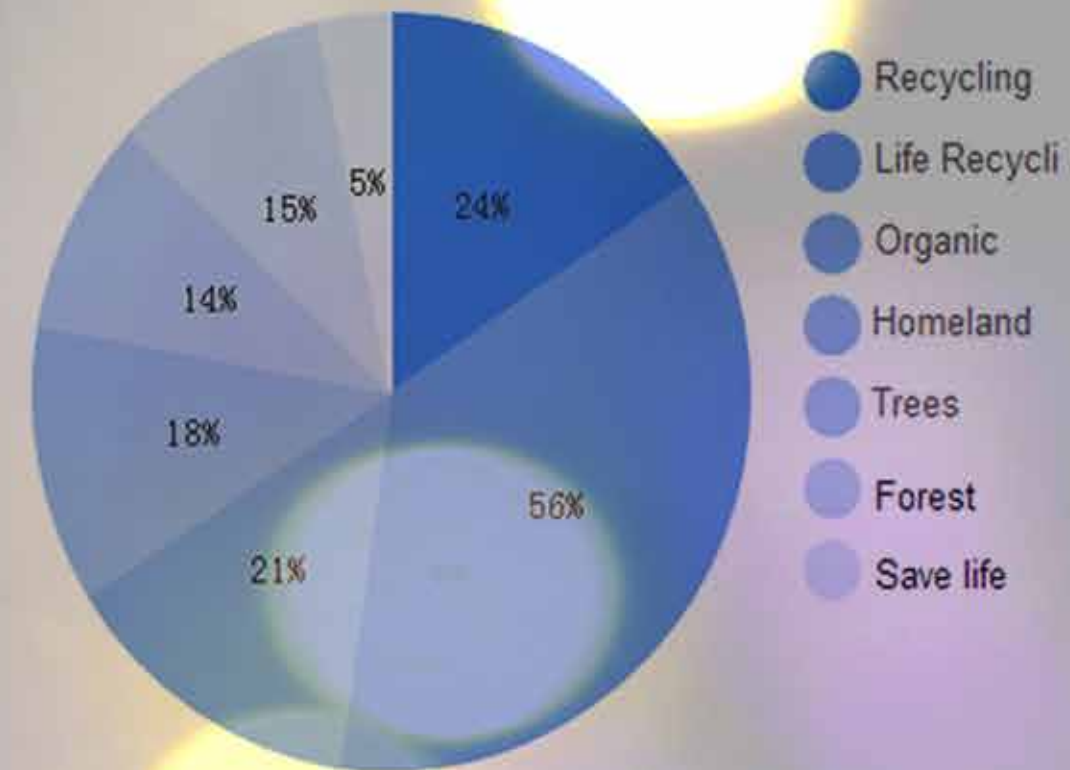
Multiple

MY APP

APPNAME: LIFE RECYCLE

SLOGAN

TODAY YOUR SAVE, TOMORROW YOUR HAVE





PERSONA



Persona Tomi



ialcomi

a company's boss

Tomi

Demographics

Age: 29

Live: San Francisco

Hobbies: Drawing, reading and play
computer games

Gear: business, landscape design
Game "The world of tanks"

Needs

an application help him to Classificati garbage

an application tell him which food is Organic

an application to help him to protect the environment

Goals

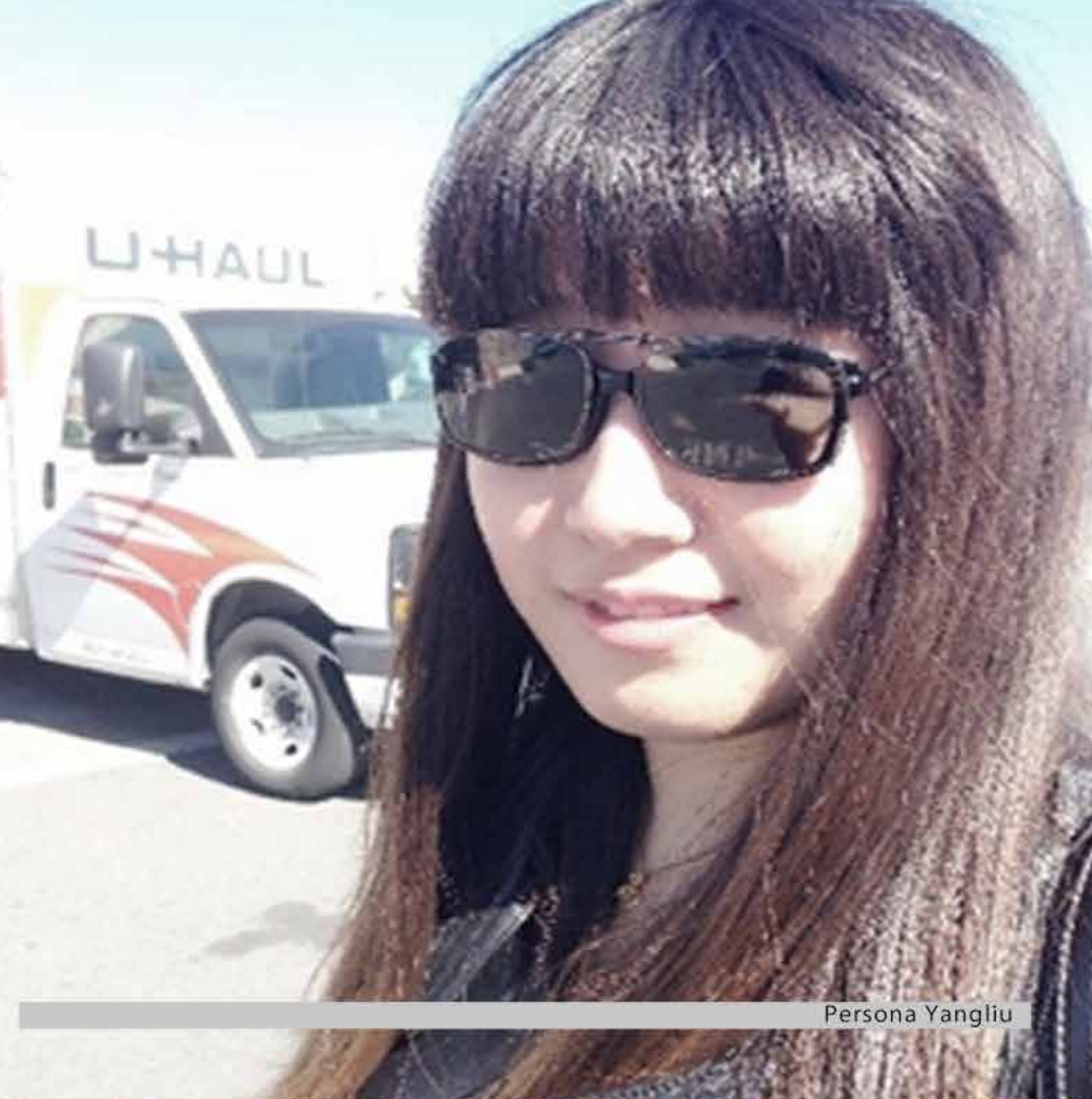
buy the organic food

buy the recycling products even that is more expensive

go to plant trees every year

Personal Background

Tomi is a very good friend of mine, he is preciseness, smart and rich. He is a businessman, and he know how funny design is, because he love design,. He is a lanscape designer, and he want to protect the entermantent , he think we should do something to make our homeland better.



Persona Yangliu

MaTo

Painting student

Yangliu

Demographics

Age: 25

Home: China

Live: San Francisco

Hobbies: looking movie, share happies,
make friends, listen music

Gear: like apple, go to eat everywhere

Needs

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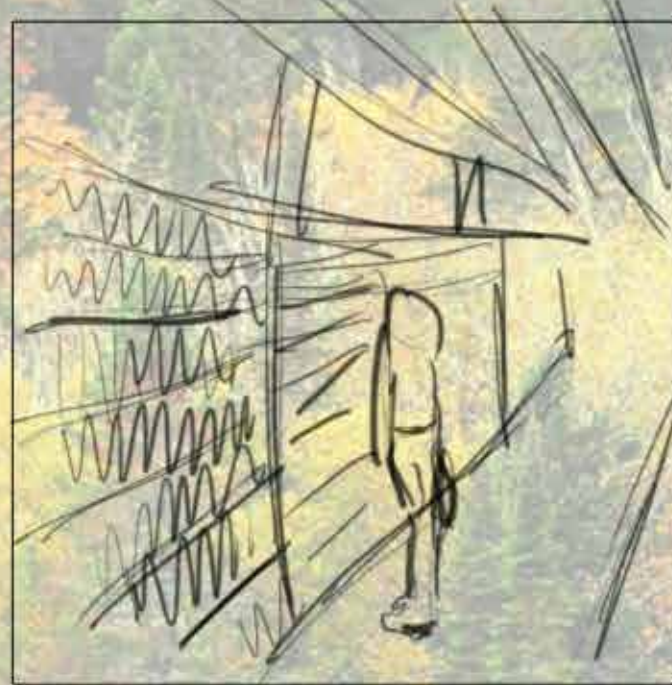


storyboard

Storyboard



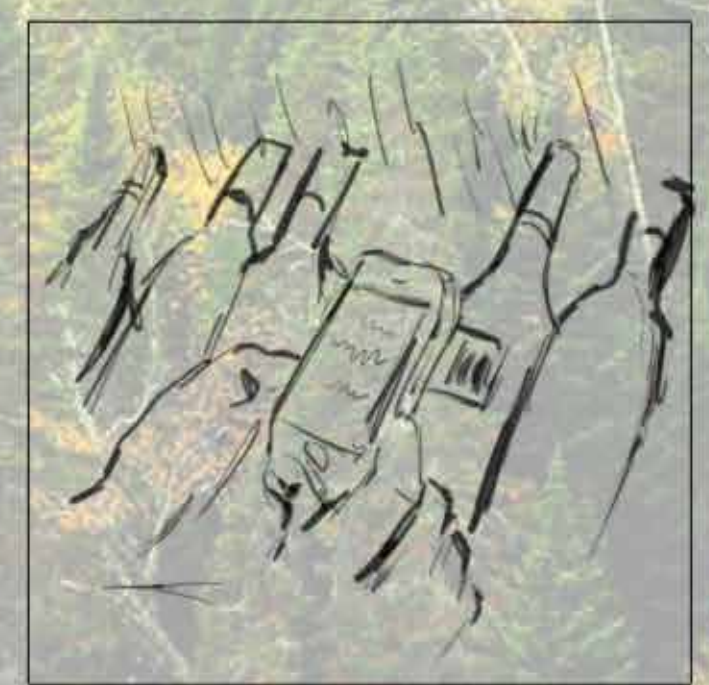
One day, a girl goes to the supermarket



She is looking around, to find something to buy.



She is looking for some food, she takes her phone, and scans the barcode, the life cycle app shows her the information of the food.

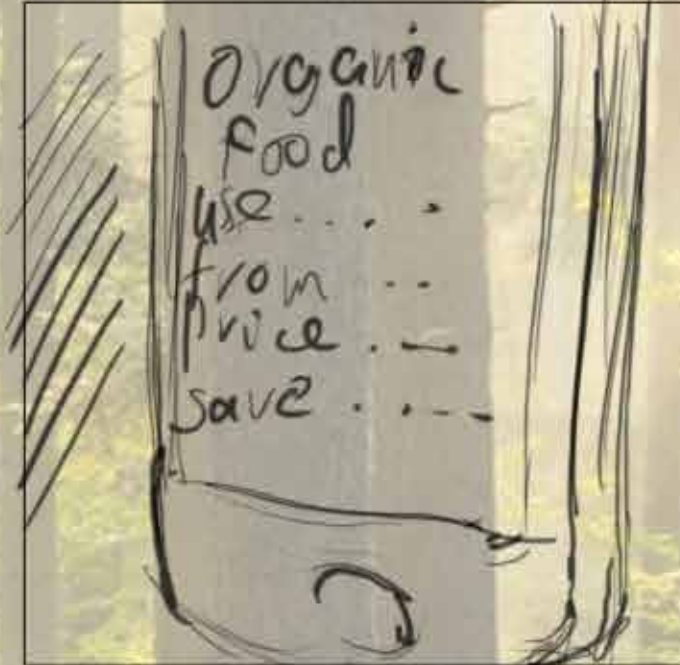


She is looking for some wine, and uses her phone again.

Storyboard



And suddenly, she find some organic food. These food looks better.



The app tell her how did the food grows up, where them come from, and how much energy they used, and the price.



And the app ask her opinion, and add it to the menu.



After that, she is happy to buy a lot of good things, and the app will tell her the price of all the things, and give her a chart.